

Report Summary: Comprehensive New Branding Strategy for EuroSpring

Artifact 1: Integrated Communications Campaign



Introduction

Welcome to an exciting new chapter for EuroSpring 2025! Our mission is to offer students of all ages the chance to deeply engage with the rich tapestry of European culture, history, and academics. By living and learning at the historic University of Oxford, participants gain an immersive, all-inclusive experience. From thought-provoking lectures with Oxford scholars to exploring London's iconic sites, EuroSpring nurtures resilience, adaptability, and a profound understanding of our interconnected world. This program promises intellectual and personal growth through diverse global perspectives, lifelong friendships, and the vibrant cultural landscape of London. Join us for an unforgettable journey and unlock the transformative potential of EuroSpring 2025!

Logo and Visual Elements

Our logo embodies EuroSpring's core values—learning, growth, and connection—while seamlessly integrating individuality, global connectivity, and personal legacy.

1. Human Figures and Dynamic Movement:

- Two figures with outstretched arms symbolize EuroSpring participants' journey of personal growth and openness to adventure.

2. Sunburst Above the Figures:

- Represents enlightenment and the dawn of new experiences, signifying EuroSpring's role in offering fresh perspectives and global insights.

3. Circular Path and Stars:

- Illustrates global interconnectedness, highlighting EuroSpring's support and position within a global context.

4. Color Scheme:

- Combines BSU's traditional cool green shades with blue, brown, and yellow, visually uniting heritage with EuroSpring's dynamic, inclusive vision.

TAGLINE: Spring into Learning, Explore a New World

Our tagline, "Spring into Learning, Explore a New World," directly captures the essence of the program. It invites students to actively engage and embrace the adventure of studying abroad, resonating with EuroSpring's brand story of meaningful, adventurous experiences.

BRAND STORY

Imagine studying at Oxford, surrounded by history, and inspired by diverse global perspectives. EuroSpring offers a transformative journey—beyond borders and classrooms—into the heart of global citizenship. From Oxford's Wycliffe Hall to iconic excursions like Stonehenge, your experiences become stories, sparks, and steps toward a globally aware self. Each day presents opportunities to challenge your

worldview and cultivate your personal brand. EuroSpring empowers you to make a meaningful impact, nurturing skills like cultural intelligence and adaptability—key to leadership in a globalized workforce (Gallup, 2023). This program shapes you into someone with a story to tell and a purpose that guides you, offering a chance to see the world and to let it see what you can do.

Audience Personas

EuroSpring appeals to a diverse range of students, each with unique motivations:

1. First-Generation Student (19-22 years old):

- Seeking independence and growth beyond family expectations.
- Highly price-sensitive; relies on financial aid.
- Engages on platforms like YouTube, Instagram, TikTok, and Twitter.

2. Free-spirited Undergrad (18-24 years old):

- Drawn to cultural studies, eager for personal growth.
- Medium to high price sensitivity; relies on family support.
- Active on TikTok, Instagram, Snapchat, YouTube, and Facebook.

3. Global Leadership Focused Grad Student (23-30 years old):

- Pursuing international insights for leadership development.
- Moderate price sensitivity; may have scholarship support.
- Connects via LinkedIn, ResearchGate, Academia.edu, and Instagram.

4. Culturally Curious Aspiring Entrepreneur (30-45 years old):

- Seeking international networks and competitive business insights.
- Medium to low price sensitivity; values impactful experiences.
- Active on LinkedIn, SlideShare, Twitter, YouTube, and Facebook.

These personas highlight EuroSpring's ability to foster growth, cultural competence, and professional readiness across diverse life stages and academic disciplines.